

Holidays IN Historic Folsom



FOLSOM
HISTORIC DISTRICT



HOLIDAYS IN THE DISTRICT | HISTORICFOLSOM.ORG



HOLIDAYS IN HISTORIC FOLSOM

2 EVENT OPPORTUNITIES!



COMMUNITY CHRISTMAS TREE LIGHTING

SINGLE NIGHT ATTENDANCE 5,000+

December 1, 2023 • 6pm-9pm

Join us as we light up the annual Community Christmas Tree, in the center of the Folsom Ice Rink located in the plaza of Historic Folsom. The entire district is closed to vehicle traffic and transformed into a picturesque Christmas village. Activities stretch from the Plaza all the way up Historic Sutter Street. The charm of Historic Folsom attracts thousands of attendees year after year. The event is jam packed with fun interactive vendor and sponsor booths, Santa visits, Ice Skating, kids activities and performances by local community groups.



CHRISTMAS MAGIC PROMENADE!

SEASONAL ATTENDANCE 20,000

**Thanksgiving through New Years
Friday & Saturday evenings from 5-8pm**

Historic Folsom DECKS THE HALLS with Christmas Magic. All of Historic Sutter Street is covered in twinkling lights, a vision to be seen. Santa stops by for visits in a horse drawn wagon on the weekends. The street transforms into a magical Christmas scene with pop up carolers and even occasional snow fall. Visitors from near and far come to the district to enjoy a little bit of Christmas joy to celebrate with family and friends.

Wagon rides with Santa: December 8, 9, 15 & 16 from 6-8pm

Christmas Magic Promenade banner up the month of December on the corner of Riley and Sutter Street.





HOLIDAYS IN HISTORIC FOLSOM PRESENTING \$5,000

- ▶ **“Presented by” co-branded logo** for all “Holidays in the District” events
- ▶ Most prominent name and **co-branded logo** placement on all printed materials related to events
- ▶ Verbal recognition as the **Holidays in Historic Folsom Presenting** sponsor during the tree lighting countdown
- ▶ **2 Company identification sign at the Ice Rink.** Signage remains for duration of ice rink season. Artwork due 9/20/2023.
- ▶ **10’ x 20’** Booth space at **Community Christmas Tree Lighting** event with premium location December 1
- ▶ **Co-branded logo** placement in all electronic communications, event notifications, newsletters
- ▶ **Co-branded logo** displayed on **Christmas Magic Promenade** banner listing you as presenting sponsor
- ▶ **Co-branded logo** placement on **Community Christmas Tree Lighting** printed marketing collateral
 - 5,000 Postcards and 150 posters event
- ▶ **Co-branded logo** placement on HistoricFolsom.org “Holidays in the District” event webpage with link to your website
- ▶ Social Media: Facebook and Instagram
 - Incorporation of your logo in Historic District profile - month of December
 - Promotional posts identifying you as the “Presenting Sponsor”



GOLD \$3,000

- ▶ Recognition during the **Community Christmas Tree Lighting** as event gold sponsor December 1
- ▶ **1 Company identification panel sign.** Signage remains for duration of ice rink season. Artwork due 9/20/2023.
- ▶ **10x20** Booth space at the **Community Christmas Tree Lighting** with premium location December 1
- ▶ **Logo** included in electronic event notification newsletters
- ▶ **Logo** displayed on **Christmas Magic Promenade** event banner
- ▶ **Premium logo** placement on printed **Community Christmas Tree Lighting** marketing collateral
 - 5,000 Postcards and 150 posters
- ▶ **Logo** placement on HistoricFolsom.org “Holidays in Historic Folsom” event webpage with link to your website
- ▶ Social Media: Facebook and Instagram
 - Dedicated post identifying you as a “Gold sponsor”





SILVER \$1,500

- ▶ **10x10** Booth space at **Community Christmas Tree Lighting** December 1
- ▶ **Logo** on printed **Community Christmas Tree Lighting** marketing collateral
 - 5,000 postcards and 150 posters
- ▶ **Logo** on **Christmas Magic Promenade** banner
- ▶ **Logo** with website link on HistoricFolsom.org "Holidays in Historic Folsom" event webpage
- ▶ **Logo** on Santa Wagon
 - Friday and Saturday evenings 5-8pm Dec. 8, 9, 15 & 16
 - Thank you, **signage with logo, placed on Santa's Wagon** all dates
 - Social Media: Facebook and Instagram



BRONZE \$500

- ▶ **10x10** Booth space at **Community Christmas Tree Lighting** event
- ▶ Company listing on printed marketing collateral
 - 5,000 Postcards and 150 posters
- ▶ Company listing with website link on HistoricFolsom.org "Holidays in Historic Folsom" event webpage

CHRISTMAS TREE LIGHTING EVENT: DEC 1



KID ACTIVITY \$250

2 AVAILABLE

- ▶ 1 **Logo** signage placed at each location recognizing your sponsorship
- ▶ Company listing with website link on HistoricFolsom.org "Holidays in Historic Folsom" event webpage



CHRISTMAS PROMENADE \$250

Your support helps provide lighting and activities in the district

- ▶ Company listing on **Christmas Magic Promenade** banner
- ▶ Company listing with website link on HistoricFolsom.org "Holidays in Historic Folsom" event webpage





2023 REGISTRATION | FOLSOM HISTORIC DISTRICT MERCHANTS

FIRST NAME LAST NAME
 EMAIL CELL

BUSINESS INFORMATION

COMPANY NAME ADDRESS
 PHONE WEBSITE

PLEASE CHOOSE FROM THE FOLLOWING PACKAGES:

<input type="checkbox"/> \$5,000 PRESENTING Holidays in Historic Folsom Community Tree Lighting Christmas Magic Promenade	<input type="checkbox"/> \$3,000 GOLD	<input type="checkbox"/> \$1,500 SILVER	<input type="checkbox"/> \$500 BRONZE
		<input type="checkbox"/> \$250 KIDS ACTIVITY Community Christmas Tree Lighting Event	<input type="checkbox"/> \$250 CHRISTMAS PROMENADE

PAYMENT INFORMATION

Full Payment due upon submission of contract unless otherwise agreed upon in writing by the Folsom Historic District Association.

Credit card provided Check to be mailed

SPONSORSHIP \$ DATE CHECK #
 CREDIT CARD # EXPIRATION CVV CODE
 NAME ON CARD BILLING ADDRESS

Signature of Business Representative _____ Date _____

Make sponsorship checks payable to: Folsom Historic District Association 501(c)(6)

Mail checks to:
FHDA
PO Box 515, Folsom, Ca 95630

Historic Folsom Contact:
Judy Collinsworth
916.985.7452
judy@historicfolsom.org

Please note: High resolution artwork (PDF) preferred,
high resolution logo – ai, eps or PDF.
Artwork and payment due by 9/22/2023
to ensure completion of all marketing elements

By signing this document, you agree to pay the amount of the selected sponsorship package chosen above. No refunds or reimbursements for sponsorships due to cancellation of event, rain-out of event or any act of god not allowing the event to take place. All sponsorships are non-refundable.

